



Strategy Committee Meeting
August 10, 2020 | 8:30AM
101 Queen City Park Road Burlington, VT 05401
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Attending via ZOOM:

Commissioner Pouech
Commissioner Buermann
Commissioner Gallagher
Commissioner Holland

Jon Moore, GMT General Manager
Jamie Smith, Director of Marketing and Planning
Milia Bell, Marketing Coordinator
Chris Damiani, Transit Planner
Nick Foss, Director of Finance and Grants

Open Meeting

Commissioner Buermann opened the meeting at 8:33AM

Adjustment of the Agenda

No adjustments.

Public Comment

No public comment.

Approval of Committee Minutes

Commissioner Pouech made a motion to approve the minutes; Commissioner Holland seconded, all others agreed and the minutes were approved.

Transit Strategic Plan (TSP) Overview

Mr. Moore gave a quick overview of the Transit Strategic Plan, reviewing:

- Purpose of the GMT Transit Strategic Plan
- Transit Strategic Plan Parameters
- GMT Transit Strategic Plan
 - System Overview and Strategic Goals
 - System Performance and Operations Analysis
 - Planned Improvements and Modifications
 - Implementation Plan
 - Financial Plan
 - Appendix: Agency Profile and Operating Plans

Mr. Moore stated that the developing the plan will become a future agenda item, and GMT will work with a consultant to assist with the development of the plan.

Mr. Moore said that the first step is to develop the Vision Statement for the Transit Strategic Plan. The Committee agreed to move forward with the development of the Transit Strategic Plan.

Vision Statement Discussion

Ms. Smith reviewed GMT's TDP and NextGen Goals as an intro to developing a Vision Statement. Ms. Smith also reviewed Vision Statements by other national Transit agencies. She also reviewed the integrations of Beliefs and Goals into various Statement, as well as statements that integrate Customer Service into a Vision Statement.

Ms. Smith said that her team will take the lead on developing an initial draft of a GMT Vision Statement.

Commissioner Buremann said that he would like the Vision Statement to contain one or two sentences at the beginning, and then ingrate the mission, beliefs, commitment, etc.

Commissioner Pouche commented that he likes the authoritative model for a Vision Statement.

Ms. Smith will work with the Marketing and Planning staff and send out a working draft to the Strategy Committee.

Review Strategic Goals and Create Strategies

Mr. Moore reviewed the strategic goals to move forward with:

- Service Excellence
- Financial Stewardship and Cost-Effective Operations
- Public Engagement and Improved Regional Quality of Life
- Fairness and Inclusion
- Environmental Sustainability
- High Performing Workforce

Mr. Moore also reviewed accompanying:

- Strategies
- KPIs
- Tactics
- Supporting documents

Commissioners Pouech and Gallagher inquired about the order of goals, and Commissioner Holland suggested that we avoid a hierarchy listing, putting an emphasis of importance on all goals rather than any one over the other.

Strategic Goals Review and Adoption Timeline

The Committee agreed to make this a working document, and to include parts of it on the Committee Agendas each meeting.

Next Meeting

Monday, September 14, 2020 at 8:30AM

Adjourn

Commissioner Pouche motioned to adjourn; Commissioner Sharrow seconded, all agreed and Commissioner Bureman adjourned the meeting at 9:28AM.